



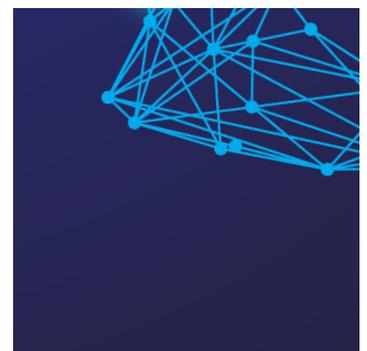
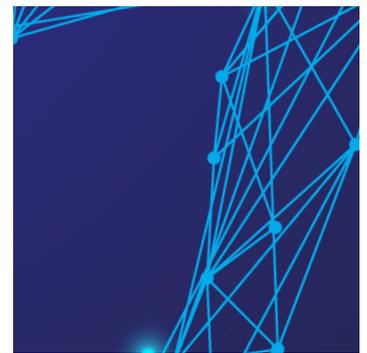
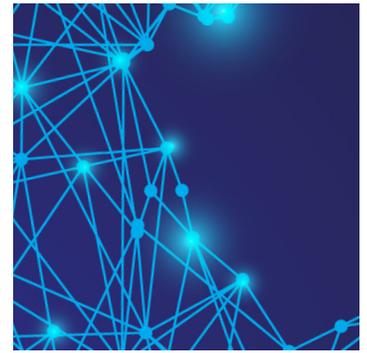
MOTION ANALYSIS

**Motion Analysis system
is the "gold standard"
solution for Intel**

Benjamin Hansen works as the Product Engineering Lead in AI & Sports Technology for Intel Corporation's Olympic Technology Group. He is what he calls "a lifetime customer of Motion Analysis" and has been utilizing Motion Analysis systems in his work for a variety of projects, including operating a 16-camera Raptor system at IMG Academy in Bradenton, FL, to provide athlete testing services to elite athletes and professional baseball teams.

Now, at Intel, he's using Cortex – which he dubs as "one of the most user-friendly motion tracking software packages on the market" – to help validate and benchmark the company's own computer vision platform.

"Cortex is an easy-to-use software package for data capture, motion editing, analog data syncing, and data visualization. I often import data from other motion systems for editing and tracking. The built in Skeleton Builder, Kintools, and SkyScript libraries make it easy to automate biomechanical tasks for data processing. It's one of the most accurate solutions on the market"



Capturing high-speed and highly-accurate movement data

One of the projects the Olympic Technology Group worked on was 3D Athlete Tracking (3DAT). Developed over four years for the Tokyo & Beijing Olympics, 3DAT is now being commercialized as a camera agnostic motion capture SDK for developers to create biomechanics solutions in sports, health, and fitness industries. Because of their Motion Analysis system, which includes Kestrel cameras and Cortex software, they are able to validate their product against gold-standard motion capture and offer a best-in-class service to consumers.

“Motion Analysis delivers gold-standard biomechanics lab equipment. From indoor permanent fixtures, to outdoor mobile shoots in direct sunlight, I’ve used Raptor and Kestrel cameras to capture athletic motions in a myriad of environments.”



Bringing biomechanics to the masses

Intel is on a mission to scale technologies that advance the understanding of human health and performance - whether through building coaching solutions that athletes and coaches can use to enhance performance, or giving partners and system integrators the ability to build their own experiences. Intel’s motion tracking platform, 3DAT, creates scalable technology that advances the understanding of human health and performance, but crucially relies on Cortex to benchmark data accuracy in order to inform the necessary algorithms. This is why the team at Intel is busy creating a Motion Analysis biomechanics lab.

“We use the gold-standard optical data from Cortex to better inform our algorithm design and create white-papers for clients that highlight the accuracy of various configurations.”

About Motion Analysis

Motion Analysis has been trusted by researchers, educators, coaches, and physical therapists around the world for over 35 years. Choose from a range of powerful out-of-the-box modules or customize the system to meet your needs. Either way, you're guaranteed accurate data collection and translation, instantly.

Motion Analysis is a leading manufacturer of high-performance optical instrumentation systems that test and measure the movement of objects. Our systems evaluate motion in a wide variety of industries, including animation production, broadcasting, movement analysis, and industrial.

Motion Analysis is headquartered in California, with an office in the UK and resellers around the world.

**Want to create a world-class
movement analysis facility using
superior motion capture technology?**

To learn more visit <https://www.motionanalysis.com/movement-analysis/>